



April 25, 2008

Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Comments regarding: MB Docket No 04-233

Filed via ECFS

These comments are filed on behalf of Monticello Media LLC and me personally, as a radio broadcaster who began working part-time in radio while in high school and has worked in radio since being graduated from college over 31 years ago.

Monticello Media entered an agreement to purchase six Charlottesville, Virginia area radio stations from Clear Channel in the summer of 2007. We began an "LMA" on September 1, 2007 and closed on the purchase on October 4, 2007.

Monticello Media only owns and operates these six radio stations which we purchased with a commitment to invest in these properties and the local community as a means of providing the greatest possible local radio service. The following are just some of the pertinent facts and factors relative to the localism issues which we believe are representative as to why radio operators should be allowed to serve their communities without the additional burden of bureaucracy, regulation, reporting and expense that will hamper rather than improve local radio service.

- Monticello Media made a significant investment in a research project to determine what the market felt was missing in the way of radio service and what they would like to hear. This led to the spending required to change two formats and make improvements to others.
- Monticello Media hired additional air staff so as to provide better service. Prior to purchasing these stations, two of the six radio stations had no local air talent on them. All six stations now have local air talent on the air.
- WCHV, our news-talk station, not only had no live local programs, but the news operation had been disbanded roughly one year earlier, around October, 2006. We have hired a news director and three reporters to cover local and regional news. We have a plan to expand the news department, but that has been on hold until we know whether we will have to redirect those assets to help fund the additional expenses the proposed initiatives would require.



- Shortly after beginning our WCHV local morning program on October 15, 2007 we had most every local candidate running for office in November's election on the show. Most all were invited although a few elected not to come on the air. Our new live, local morning program deals with local issues daily and has community leaders, elected and otherwise, on the air on a regular basis.
- This operation did not have a local General Manager or Operations Manager. The cluster was overseen by the previous company's GM and OM in Harrisonburg, Virginia. In total, we have roughly 10-12 more employees on the payroll now than when we purchased the stations. This has resulted in a significant increase in our operational expenses but also in a higher level of service to the local community.
- Under previous ownership, local public service announcements were not aired, only national PSAs. We immediately began having local community organizations come in to record local public service announcements to air on our stations. Those have included, but are not limited to: The Senior Center, Piedmont Virginia Community College Foundation, Charlottesville office of the American Heart Association, Wilson Memorial High School foundation, the local Alzheimer's Association, Charlottesville's Dogwood Festival, Martha Jefferson Hospital food drive and more.
- We have required each air personality to get involved with at least one charity that they will promote on the air.
- The best use of our cluster resources is realized because we have our entire operation co-located. We would not be able to do, or continue to do, the things we've done if we had to split the operations and support three additional facilities. With our cluster we have invested a great deal in WCHV to provide local programming and coverage, a forum for local issues of interest to the community and our most extensive news coverage. By doing this, WCHV is the least profitable radio station in our operation but we have made the commitment to serve the community by providing different services with our various stations and we believe WCHV offers important programming and services.

I have been in radio for over thirty-years. My experience in the business quickly taught me the only way to be successful is to be a part of the community, in tune with the community and to serve your local community. The service must be sincere based on living in the community. It can't be created by a board of people who each has their own agenda to advance for their own personal cause.

Just within the last three years there have been three low power TV stations and two HD-TV channels, a new AM and a new FM station added to the Charlottesville market. There is a daily and two strong weekly newspapers. There have been two new magazines for the Charlottesville market created within the last 18 months. That doesn't even touch on all the new media now available in the marketplace. These new options are all in addition to the media that was already in place. There are more than enough different voices which collectively provides more than enough opportunities for the discussion of local issues and which force us to work hard every day to be locally focused so we can stay competitive in a crowded market.

I would think the FCC and local communities would want companies like Monticello Media operating radio stations in their communities. However, if the proposed localism initiatives had been in place Monticello Media would not have had any interest in purchasing these radio stations because the additional expenses of the proposed initiatives would have been more than we could take on and they would have prevented us from the investments we've made in the areas that truly allow us to serve the local community. We knew when we purchased these stations we were taking a gamble because of the long history of poor financial performance. If we had to add the additional financial burden associated with the localism initiatives the odds of that gamble would have been stacked against us.

Monticello Media has proven that we are not only willing to invest in the operation and community but we have in fact done so in significant ways, making these radio stations more "local" than they been for a decade or more. Our business plan is to continue to invest in them as we grow the operation. We would like to expand the news department and continue to grow the operation. However, if the localism initiatives go into affect, we will be forced to "undo" many of the positive things we have done and not be able to move forward with many of the plans we have.

While I and others can provide a litany of reasons why these initiatives are not needed I believe there are two important factors that provide more than sufficient reason they're not. First, all one has to do is see and experience the change in the marketplace I have seen and witnessed in my thirty-plus years. There are more voices in the market than most markets can support and it is more difficult than ever to operate. The only way we can survive against satellite radio, internet radio, music channels on satellite TV and cable, Ipods and all of the other new media competing for our listeners is to focus on satisfying the desires of the local community in a way these other services can not. If we're not local, we can't survive and we need to be able to determine how we accomplish that. If we do a poor job the market lets us know quickly and we either have to adjust or we suffer financially and otherwise. Secondly, the irony of all this is that I firmly believe that the attempt to legislate localism would result in an opposite result by forcing companies like Monticello Media, which are willing to invest in good local radio, and radio operators like me out of the business. All the advisory boards, additional facilities and reports in the world won't be able to make up for the loss of good, committed broadcasters.

Sincerely,

A handwritten signature in black ink, appearing to read 'D. Mockler', with a large, sweeping initial 'D' and a stylized 'M'.

Dennis Mockler, CRMC
Vice President/General Manager



Persons Making Appearances on the new WCHV in the first 6 weeks (Oct-Nov. 07)

Candidates for Charlottesville City Council:

Peter Kleeman, Holly Edwards

Candidates for Sherriff:

Larry Claytor, Chip Harding

Candidates for Clerk of the Albemarle County Court:

Alan Van Clieff, Debbie Shipp

Candidate for Commonwealth's Attorney:

Denise Lunsford, Jim Cambloss (I)

Lieutenant Governor Bill Bolling

State Senate Candidates:

Arin Sime, David Cox

Candidates for Albemarle County school board:

Patrick Wood, Kevin Fletcher, Brian Wheeler (I), Steve Kolesczar

UVA Professor David Newman

Candidates for Albemarle Board of Supervisors:

Denny King, David Wyant (I), Marcia Joseph, Ann Malek, Lindsay Dorrier (I)

UVA Provost Dr. Tim Garson

Director of Charlottesville Film Festival, Richard Herskowitz

Candidates for Delegate to Virginia House:

Connie Brennan

Piedmont YMCA spokesperson Kurt Krueger (re; new facility)

UVA Professor John Echeverri-Gent (re; Pakistan)

Peter Wurzer/Keith Drake (re; Albemarle Truth In Taxation Alliance)

Meredith Richards: Piedmont Rail Alliance

UVA Special Collections Director Christian DuPont

Lee Livingston – VA Bar Association

Albemarle County Supervisor Sally Thomas

Dennis Mockler

From: Sean McCusty [Sean.McCusty@hopva.org]
Sent: Friday, April 25, 2008 11:32 AM
To: Dennis Mockler
Subject: PSAs

Dennis:

I just wanted to let you know that we have completed 2 PSAs. I also wanted to pass along to you what a pleasure it was to work with Kerry James. He did an excellent job of putting our volunteers and CEO at ease as they recorded their segments of the spots. Please thank him again for me. When you have the opportunity it would be helpful to me to get a feel for when the spots may run and the frequency. Thanks again for your support of Hospice of the Piedmont. We truly value the businesses and individuals in our community who take the time to help us pursue our mission. Take care!

Sean McCusty
Director of Marketing
Hospice of the Piedmont
2200 Old Ivy Road, Suite 2
Charlottesville, Va. 22903
434-817-6938 office
434-293-6405 fax
www.hopva.org

Email Confidentiality Notice:

The information contained in this transmission is confidential, proprietary or privileged and may be subject to protection under the law, including the Health Insurance Portability and Accountability Act (HIPAA). The message is intended for the sole use of the individual or entity to whom it is addressed. If you are not the intended recipient, you are notified that any use, distribution or copying of the message is strictly prohibited and may be subject to criminal or civil penalties. If you received this transmission in error, please contact the sender by replying to this email and delete the material from your system. Thank you for your cooperation.

04/25/2008

Dennis Mockler

From: Jackie Bright [jackie@seniorcenterinc.org]
Sent: Friday, November 30, 2007 4:25 PM
To: Dennis Mockler
Cc: Joe Thomas; Max Hunter; Kerry James; Vinnie Kice
Subject: RE: Weekly announcement on WCHV

Dennis, this is wonderful and I can't thank you enough for your support! I also wanted to tell you that I'm extremely impressed with what you all of accomplished with the station so far. I had a great time in the studio and was blown away the new format for WCHV as well as Joe's professionalism and organization. He is an excellent addition to your team!

I love your ideas for the spot and will gladly add the closing announcement. I also agree that it's important to keep things fresh and because of our planning schedule, this should not be an issue. If it's not too much trouble, I'd like to record our first spot later next week or Monday, Dec 10th.

Joe – based on our conversation Thursday, I'm assuming your expecting me in the studio this Monday, Dec 3rd at 8:30 a.m. If something changes, please call my cell at (406) 360-6491.

Again, thank you so much!! We are extremely excited to be working with you all and I'm convinced this will be a beneficial partnership for both of us.

Enjoy your weekend!

Jackie Bright

From: Dennis Mockler [mailto:dmockler@cvillestations.com]
Sent: Friday, November 30, 2007 2:31 PM
To: Jackie Bright
Cc: Joe Thomas; Max Hunter; Kerry James; Vinnie Kice
Subject: Weekly announcement on WCHV

I'm really pleased we're going to be able to run the weekly announcements of what's going on at the Senior Center.

Here are some considerations relative to this.

First, there should likely be a standard opening. I'm not sure what you want it to be but it could be something along the lines of:

"His this is Jackie Bright and here's what's happening at the Senior Center."

We do request that you use the following to close for each announcement and that you allow for this within your :60 (I am assuming we're going with a 60-second announcement):

"This is Jackie Bright and we thank Monticello Media and News-Talk 12-60 AM WCHV for their support of the Senior Center and our community."

Something else we need to consider is keeping the announcement from becoming outdated. We will be putting an order in to make certain it runs over the course of the entire week. It will sound bad for both of us if - for example - all the items you highlight are Monday through Thursday events and the announcements we air for the rest of the week is outdated because the activities and events have already occurred. If you want to record a couple different announcements each week with the second one covering the end of the week an even going into

04/26/2008

the next week you could do that.

Again, I'm very pleased that we are able to provide this exposure and support to the Senior Center. We appreciate what you do for our community.

Dennis Mockler
VP/General Manager
Monticello Media
1150 Pepsi Place #300
Charlottesville, VA 22901
(434) 978-4408
F: (434)978-1109



8/20/08

Dear Dennis,

Thanks so much for your
generous support of our
Preservation Hall Jazz Band
fundraiser. I look forward to
working with you in the future
to benefit our community.

Mary Jane



PIEDMONT VIRGINIA COMMUNITY COLLEGE
501 COLLEGE DRIVE
CHARLOTTESVILLE, VIRGINIA 22902
WWW.PVCC.CC.VA.US

Just can't
Thank You
enough!

thank you · thank you · tha

ou · thank you · thank you

thank you · thank you · thank you

k you

Veronica

With your help we were
able to raise over \$17K for
Memorial Research.

The Public Service Announcements
that 103.3 & its sister stations
delivered helped us to raise
these dollars & to

have a successful

turnout of walkers,
runners & volunteers.

There are not enough words
to thank you.

Sincerely,

Cindy Payne &
family

Vinnie~

2/08

It was so nice to meet you at
Hamiltons! Thank you so much
for sharing your experience +
knowledge with us ~ you've seen it
all! I am excited about partnering
with you to do great things in
our community ~ thank you for
reaching out to us! It was also
great to see you at Noteman's
Retirement ~ small town! Looking
forward to working with you -
Cheers - Amy

University of Virginia Children's Hospital

Dear Vinnie,
Thank you so much for your
continued support of the Dogwood
Festival. Our biggest challenge is
getting the info out to the public. We
appreciate all you do. The radio
ads this year were great!

Best Wishes,
Darlene Payne

PJ Styles

From: Lifeview Film Festival tm [films@lifeviewfilmfestival.com]
Sent: Monday, September 10, 2007 8:06 PM
To: films@lifeviewfilmfestival.com
Subject: Virginia Teen Idol Talent Competition Fundraiser for the MRC

Hello Guys and Lady

First, I would like to say "thank you" for continuing to support all of the events I have coordinated in your area this summer. Your support is the primary reason, I have continued to bring qualitative events to the area and now giving back to the Music Resource Center, a much deserving organization. Attached is a press release for your review and distribution to the general public. If any of you are not authorized to release your job affiliation, then please feel free to cut it out. I do not foresee an issue with it, but policy is policy.

Thank you, for joining the event as a guest judge and hopefully you will love your gift bags. Yes, you are getting something other than a pat on the back, hahaha. Take care and feel free to call me anytime. Doors of the Music Resource Center opens at 6:30 and showtime at 7pm on Saturday, October 6, 2007.

Sincerely,
Ty Cooper

--
Lifeview Film Festival tm
November 2-4, 2007
Norfolk, Virginia
\$10,000 Film Competition
Workshops, Panel Discussions, Screenings, After-Events

757.343.5863
P.O. Box 2173
Virginia Beach, VA 23450

Dear PJ and Murph,

Congratulations to the entire team at WHTE-FM for more than five years of Radiothon partnership benefitting UVA Children's Hospital. We remain grateful for your partnership in making miracles happen for kids.

With warm regards,

The Children's Miracle Network Radiothon Team

Bob, Karen, Bill, Everett, Penny, Steve, Jeff, Jim, Ken and Katie